



**WORKING
OVERTIME
FOR YOU.**

June 4, 1996

RE

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Mr. Steve Grossberg
R. J. Reynolds
38-40 43rd Street
Long Island City, NY 11101

Dear Steve,

I just wanted to thank you and your team for the tremendous effort and success you achieved in the Bronx. Your personal vision and leadership was critical to this positive Ice Box Success story.

Please keep me posted on sales and distribution. Moonlight represents a great opportunity for RJR. Your idea of leveraging Ice Box in a specific area speaks to the strength of the multi-brand approach of Moonlight, providing differentiated products for different consumer tastes/interests.

Again, hats off to you and your team.

Sincerely,

Dirk V. Herman
Marketing Director
Moonlight Tobacco

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MOONLIGHT
TOBACCO
COMPANY
A DIVISION
OF R.J.R.
TOBACCO CO.

ps

c: D. Wilmesher
~~E.M. Young~~
D. Fitzgerald

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